

Federal City Performing Arts Association

Board of Directors Meeting Minutes

DRAFT

Sunday, December 17, 2000

1605 S. Springwood Dr., Silver Spring MD

Present: Fred Boykin, Steve Herman, Harold Lewis, Kathy McGee, David Streit, Harvey Cohen, Bob Reeg, Todd Paul, Barry Bugg, Bill Gannon, Peter Brayton
Absent: David Akridge, Wallace Whitworth, Mark Ohnmacht
Staff: John Perkins, Jeff Buhrman
Guests: Jack Gerard

1. *Call to Order*

President Boykin called the meeting to order at 2:55 PM.

2. *Approval of Minutes*

After amendments by Reeg, **McGee moved to approve the minutes, Reeg seconded. Unanimously approved.**

3. *Financial Report*

Treasurer Lewis reported that the Chorus is \$1000 ahead of plan. Tickets revenues were very strong and should be about \$4000 over budget, Membership Dues was also well ahead of budget at about \$3500 and Merchandising was also running ahead of plan. The main disappointment at this time is Advertising revenues, which are running about \$7500 under budget. McGee asked if it was too late to correct this issue since there was only one more concert in which ads would be run. Boykin stepped in at that time to state that some of the revenue has just not been collected yet. Boykin also stated that he, Perkins and Will Bellais would be meeting to look into extra venues to promote further advertising sales. He noted that there were more business prospects he was aware of and there would be a 20th anniversary commemorative program that would carry advertising as well. Reeg suggested passing out the Chorus program at the Kennedy Center in addition to the normal Playbill but Perkins stated that was not allowed. There was some further discussion initiated by Cohen about ensuring that there is support for obtaining future advertising clients and Boykin assured the Board that this was being addressed. Lewis went on to state that after a thorough revue, all the specific budget revenue items had been identified such as the Auction. **McGee moved to approve the financial report, Paul seconded. Unanimously approved.**

4. *Music Division Report*

Buhrman noted the successes of the Holiday Concert which included the very strong ticket sales and outreach to new audiences. Attrition of membership singing in the concert was also reported to be quite low. Buhrman also made special note of the smooth production of the concert under the leadership of Bugg. Items that could be improved on were also noted, including a clearer picture of production expenses and this was to be addressed with the Production committee next concert period. Buhrman noted that a letter by he and Cohen to new and returning members had been distributed and about 50 returning member forms were still outstanding. Response has been very positive. A meeting on the March concert was being held on January 3rd at the Chorus office. Buhrman noted that the joint concert pieces for the March concert had been agreed upon. He thanked Alex Ford for a contribution that will allow the Chorus to participate in commissioning a work for the performance with the other Choruses. Buhrman will be meeting with the Lisner staff soon to get logistics set up for the March Concert. Music and rehearsal tapes for the Concert are prepared and ready for distribution at the first rehearsal. Buhrman noted that there would be a recording session in lieu of the first rehearsal on January 7th at Cedar Lane Unitarian Church. Buhrman informed the Board that Larry Grossman, the composer of "Lavender", was so impressed with our performance of the piece in December, that he was going to compose another piece of music for the

Chorus to premiere. Due to the growing size of the Chorus and it's audience, a venue committee was being formed to look into alternatives in the near future.

5. Executive Director's Report

Perkins thanked all the Board members who helped in the Phonathon. He noted that results were not as good as hoped but that this was the case with most fundraising groups. Reeg expressed his gratitude to all who helped put materials in the programs to enlarge the mailing list and solicit donors. He was pleased that the Revenue Development committee was pursuing goals put forward at the Board Retreat.

6. New Business

McGee reported that merchandising revenues from the Holiday concerts were \$2315. Sales at rehearsals were also \$600 and this included many sales to new members, indicating their enthusiasm for the Chorus. She noted that Holiday cards sold well and the "Pride and Joy" CD was nearly sold out. It was pointed out that there was great enthusiasm for a recording of the music that was performed in this Holiday concert. The only item that did not sell was the Christmas ornament. McGee acknowledged the immense amount of time and effort also put forth by her committee. Gannon suggested that Merchandising consider producing a refrigerator magnet. McGee asked that non chorus Board members be included in the next Chorus photo roster. Cohen reported that Dan Kaufman was willing to produce membership badges at rock bottom prices. Gannon and Perkins recommended that the logo not be used as it changed too frequently. It was decided that permanent badges were preferable to cheaper temporary badges. He was going to make an amendment to the Budget for the expense of the badges. Lewis then stated that it was not necessary to constantly make formal amendments to the budget. The budget is a changing and working document and only needs discussion by the Board if there is an overrun that needs to be addressed. Reeg expressed concern about changing the Chorus logo so often, since it was part of out "corporate identity". Lewis noted that it would be good to encourage membership to be sure to wear their badges at all rehearsals. Cohen noted that the raffles at Chorus rehearsals had been helpful in providing extra money for the after concert parties. Many Board Members acknowledged how pleased they were with the after concert party and thanked Cohen for his efforts. Reeg noted that the discussion on the email list should be addressed. He hoped that the Board would encourage an audience of all ages. Boykin delegated this issue to the Production committee and wanted a policy report on how to deal with audiences in February. He encouraged Board members to submit suggestions directly to Bugg. Cohen also said that advertising for concerts should be considered in the policy decisions as well. Herman reported that 3 of the 4 concerts sold out. Only the Saturday matinee was not quite a sell out. Pageant ticket sales were going well with all the Saturday shows already sold out. Herman acknowledged Buhrman for his efforts in getting the membership to sell tickets, nearly 1000 tickets alone. Buhrman was also commended for his choice of venue for the Holiday Concert. Reeg reminded the Board of the Annie's Appreciation Night and encouraged attendance. Herman suggested possible Chorus participation in the Inaugural events. Boykin disagreed that it was a Board issue and stated that we would consider it only if they pursued us. McGee raised the point that part of the Chorus mission is outreach. Boykin expressed thanks to Buhrman for his leadership, Capital Club for its achievements, as well as all the successful aspects of the Holiday Concert. He urged the Board to not lose the momentum that had been achieved and to continue to display their discipline and unity for the remainder of the season. Herman then thanked Boykin for his leadership.

7. Adjournment

Boykin moved for adjournment, Streit seconded, Unanimously accepted.

Respectfully submitted,

David Streit -- Secretary, FCPAA

GMCW affirms the Gay experience and promotes a culture of diversity through musical and performance excellence